

## Message Text

LIMITED OFFICIAL USE

PAGE 01 BUENOS 05991 031643Z  
ACTION HA-05

INFO OCT-01 ARA-10 ISO-00 PM-05 DODE-00 CIAE-00 INR-10  
NSAE-00 PA-01 /032 W  
-----076944 040736Z /17  
R 031435Z AUG 78  
FM AMEMBASSY BUENOS AIRES  
TO SECSTATE WASHDC 6812  
INFO USICA WASHDC

LIMITED OFFICIAL USE BUENOS AIRES 5991

E.O. 11652: NA  
TAGS: SHUM, AR  
SUBJECT: NEW YORK TIMES ADVERTISEMENT IN DEFENSE OF  
MILITARY GOVERNMENT

REF: STATE 192484

1. EDITORIAL ATLANTIDA IS ONE OF THE LARGEST  
PUBLISHING HOUSES IN ARGENTINA. OWNED BY THE  
VIGIL FAMILY, ITS GENERAL DIRECTOR IS MR. ANIBAL VIGIL.  
CURRENT NET WORTH ESTIMATED AT \$5 MILLION.

2. AMONG THE NUMBER OF MAGAZINES IT PUBLISHES ARE  
THE WEEKLIES SOMOS AND GENTE. SOMOS IS A NEWS  
MAGAZINE WITH COVERAGE OF THE NATIONAL AND INTER-  
NATIONAL POLITICAL SCENES. GENTE IS MORE OF A GENERAL  
INTEREST MAGAZINE. BOTH MAGAZINES TRONGLY SUPPORT  
THE GOA IN ITS CONFLICT WITH THE US OVER HUMAN RIGHTS.  
THE CIRCULATION OF SOMOS IS ABOUT 50,000. IT IS  
ARGENTINA'S NO. 1 WEEKLY NEWS MAGAZINE. GENTE IS  
ARGENTINA'S NO. 1 GENERAL INTEREST MAGAZINE WITH A  
CIRCULATION OF ABOUT 325,000.

3. ATLANTIDA RECENTLY BOUGHT FROM HENRY KISSINGER  
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THE RIGHTS TO HIS MEMOIRS AND HOSTED A BREAKFAST FOR HIM  
HERE DURING HIS RECENT VISIT.

4. ALBERTO OLIVA IS LISTED AS CORRESPONDENT IN THE US  
FOR BOTH GENTE AND SOMOS AND MAINTAINS OFFICES AT THE  
NEW YORK ADDRESS INDICATED IN REFTEL.

5. VIGIL TOLD EMBOFF THAT ARGENTINE COMPANIES PAID FOR THE AD. THE EDITORIAL EVIDENTLY PLAYED A COORDINATING ROLE. WE HAVE NO OTHER INFORMATION ON THE SUBJECT, BUT VIGIL'S STATEMENT APPEARS PLAUSIBLE.  
CASTRO

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ADVERTISING, PUBLICITY CAMPAIGNS, MILITARY GOVERNMENT  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 03 aug 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 20 Mar 2014  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978BUENOS05991  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780320-0866  
**Format:** TEL  
**From:** BUENOS AIRES  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780899/aaaadfgf.tel  
**Line Count:** 67  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 8e02366a-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION HA  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** 78 STATE 192484  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 05 may 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1840225  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** NEW YORK TIMES ADVERTISEMENT IN DEFENSE OF MILITARY GOVERNMENT  
**TAGS:** SHUM, PROP, SOPN, AR, NEW YORK TIMES  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/8e02366a-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014